NATIONAL ASSOCIATION OF BROADCASTERS

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THE SALES POTENTIAL OUTLOOK FOR FM

With statistics, including a map showing FM station coverage in leading markets . . . Prepared by the NAB's FM Department

Note: This supplement, prepared by Edward L. Sellers, Director of the NAB's FM Department, with the assistance of the Research Department, presents a new picture of FM coverage in the leading markets, with \$63 billion in total retail trade.

The need for stepped-up production of television and radio units equipped for FM reception, production geared to effective sales techniques by the set manufacturers, is just as evident today as it was four years ago when FM had its postwar start.

During the four-year period of 1946-1949, inclusive, set manufacturers have produced only a total of 5,000,-000 receivers providing FM reception facilities.

Yet, FM's potentials today are still as great as they ever were, despite the recent decline in the number of FM stations on the air since the first of the year.

There are still more than 700 commercial FM stations broadcasting, having a population in their service areas greater than 100-million persons.

These areas include more than 160 leading markets whose annual retail sales average \$63,000,000,000.

And still this vast multi-billion dollar market as a potential source of revenue from the sale of FM receivers remains practically untouched by the manufacturers.

So what is to be done?

It is evident that the FM broadcasters themselves are the ones who are going to have to sell the manufacturers on the idea of tapping this overlooked source of revenue.

The NAB has already started its campaign. The first recent step was a questionnaire and covering letter to some 75 manufacturers, which asked for information on production of FM receivers and their specifications. Returns thus far are too incomplete to form an accurate picture of future production schedules and whether or not there will be any improvement in the design of FM receivers.

This, the second step, is one in which you as an

FM broadcaster can participate effectively and add impetus to the over-all campaign.

The attached material is a general picture of FM's status as of January 1, 1950, with an addenda bringing it up to date as of March 1, 1950.

One suggested use of the material is in your contacts with representatives of receiver manufacturers and equipment manufacturers who also make receivers.

Ask them when they are going to start manufacturing FM receivers for a potential market embracing 100 million people and \$63,000,000,000 annually in retail sales.

Then show them this evidence.

In the following pages are statistics to prove this point, including a map showing FM stations in the leading markets of the nation.

GROWTH OF FM COMMERCIAL STATIONS

Year	*Operating AM-FM Stations	Operating FM only Stations	Total Operating FM Stations
1946	46	0	46
1947	120	16	136
1948	323	51	374
1949	597	103	700
1950	616	117	733

^{*} Operating stations includes all licensed stations and Construction Permits operating on a Special Temporary Authority from the F.C.C.

COMMERCIAL FM (FM ONLY, NOT ASSOCIATED WITH AM STATIONS) ON THE AIR AS OF JAN. 1, 1950

Call Letters Location

KBEE Modesto, California

KBMT San Bernardino, California

KDFC San Francisco, California

0.11.1	T. W. STATE
Call Letters	Location
KFMV KIMV	Los Angeles, California Hutchinson, Kansas
KMAR	Bakersfield, California
KMAU	Los Angeles, California
KMGM	Los Angeles, California
KMHB	Belton, Texas
KNOB	Long Beach, California
KOWN	Conway, Arkansas
KOZY	Kansas City, Missouri
KPFA	Berkeley, California Portland, Oregon
KPFM KRON	San Francisco, California
KSFH	San Francisco, California
KRPO	San Jose, California
KSBR	San Bruno, California
KTNT	Tacoma, Washington
WABF	New York, New York
WABX	Harrisburg, Pennsylvania
WAJL	Flint, Michigan
WASH	Washington, D. C.
WATG	Ashland, Ohio Schenectady, New York
WBCA WBIB	New Hoven Connections
WBMY	Worcester, Massachusetts
WBNB	Beloit, Wisconsin
WBEZ	Chicago, Illinois
WBIK	Chicago, Illinois
WBNU	READED DAY THE LEGISLESS OF THE PROPERTY OF THE PARTY OF THE PROPERTY OF THE P
WBUZ	Aurora, Illinois Bradbury Heights, Maryland
WCFC	Beckley, West Virginia
WCFM	Washington, D. C.
WCSI	Columbus, Indiana
WCTW	New Castle, Indiana Cleveland, Ohio
WCUO WDET-FM	Detroit, Michigan
WDHN	New Brunswick, New Jersey
WEAW	Evanston, Illinois
WEEL	Erie, Pennsylvania
WEEX	Forks Township, Pennsylvania
WEFM	Chicago, Illinois St. Charles Illinois
WEXI	St. Charles, Illinois Cleveland, Ohio
WEWS-FM WFAH	1111
WFDR-FM	New York, New York
WFJL	Chicago, Illinois
WFJS	Freeport, Illinois
WFLN	Philadelphia, Pennsylvania
WFLY	Troy, New York
WFMB-FM	Mayodan, North Carolina
WFMH-FM	Cullman, Alabama Washington, Indiana
WFML WFMN	Alpine, New Jersey
WFMY	Greensboro, North Carolina
WFMU	Crawfordsville, Indiana
WFMW	Madisonville, Kentucky
WFMZ	Allentown, Pennsylvania
WFNF	Wethersfield, New York
WFOB	Fostoria, Ohio
WFOW	Madison, Wisconsin
WFRO-FM	Fremont, Ohio
WFRS	Grand Rapids, Michigan
WGBG-FM WGCH	Greensboro, North Carolina Greenwich, Connecticut
WGHF	New York, New York
WGNR	New Rochelle, New York
WGTR	Worcester Massachusetts
WGYN	New York, New York
WIFM	Elkin, North Carolina
WILA	Woodstock, Illinois
WIMA-FM	Lima, Ohio
WIST	Charlotte, North Carolina Willes Barre Poppsylvania
WIZZ	Wilkes-Barre, Pennsylvania

Call Letters	Location	
WJLK	Asbury Park, New Jersey	
WJJW	Wyandotte, Michigan	
WKJF	Pittsburgh, Pennsylvania	
WKNP	Corning, New York	
WLAB	Lebanon, Pennsylvania	
WLAL	Lakewood, Ohio	
WLDM	Detroit, Michigan	
WLEY	Elmwood Park, Illinois	
WLIV	Providence, Rhode Island	
WLRD	Miami Beach, Florida	
WLWB	Dayton, Ohio	
WLWF	Columbus, Ohio	
WLYC	Williamsport, Pennsylvania	
WMAR-FM	Baltimore, Maryland	
WMCP	Baltimore, Maryland	
WMFM	North Adams, Massachusetts	
WMIT	Charlotte, North Carolina	
WMLN	Mt. Clemens, Michigan	
WMOR	Chicago, Illinois	
WMRI	Marion, Indiana	
WNIQ	Uniontown, Pennsylvania	
WOAK	Oak Park, Illinois	
WOPT-FM	Scriba, New York	
WQDI	Quincy, Illinois	
WPJB	Providence, Rhode Island	
WPOE	Elizabeth, New Jersey	
WREV	Reidsville, North Carolina	
WRGK	La Grange, Illinois	
WRSW	Warsaw, Indiana	
WRVC	Norfolk, Virginia	
WRZE	York, Pennsylvania	
WSRK	Shelbyville, Indiana	
WTFM	Tiffin, Ohio	
WTOA	Trenton, New Jersey	
WVBN	Turin Village, New York	
WVBT	South Bristol, New York	
WVCN	DeRuyter, New York	
WVCV	Cherry Valley, New York	
WVKO	Columbus, Ohio	
WVUN	Chattanooga, Tennessee	
WWCF	Greenfield, Wisconsin	
WXNJ	Green Brook, Township, New Jersey	y

FM NON-COMMERCIAL EDUCATIONAL STATIONS (Including authorizations as of Feb. 1, 1950)

Service areas	broadcasting, having a population in their
Call Letters	Location making mothling that made and heart
KALW	San Francisco, California
KAMC-FM	Stillwater, Oklahoma
KANW	Albuquerque, New Mexico
KCRW	Santa Monica, California
KCVN	Stockton, California
KFCA	Phoenix, Arizona
KGIA	Thatcher, Arizona
KLON	Long Beach, California
KMUW	Wichita, Kansas
KOEN	Oceanside, California
KRVM	Eugene, Oregon
KSCS	Los Angeles, California
KSDS	San Diego, California
KSLH	St. Louis, Missouri
KSUI	Iowa City, Iowa
KTEC	Oretech, Oregon
KTOY	Tacoma, Washington
KUHF	Houston, Texas
KUOM-FM	St. Paul, Minnesota
KUSC	Los Angeles, California
KVTT	Dallas, Texas
KWGS	Tulsa, Oklahoma
KWWC	Columbia, Missouri
WABE	Atlanta, Ĝeorgia

Call Letters	Locatton	
WAER	Syracuse, New York	
WBEH	New Orleans, Louisiana	
WBEZ	Chicago, Illinois	Mi di
WBGO	Newark, New Jersey	
WBKY	Beattyville, Kentucky	
WBOE	Cleveland, Ohio	
WBUR	Boston, Massachusetts	
WDLJ	Evanston, Illinois	
WDTR	Detroit, Michigan	
WDUQ	Pittsburgh, Pennsylvania	
WEPS	Elgin, Illinois	
WERS	Boston, Massachusetts	
WEVR	Troy, New York	IN CHAI
WFIU	Bloomington, Indiana	
WFPL	Louisville, Kentucky	
WFSI	Lakeland, Florida	
WFUV	New York, New York	
WGPS	Greensboro, N. Carolina	
WGRE	Greencastle, Indiana	
WHA-FM	Madison, Wisconsin	
WHAD	Delafield, Wisconsin	
WHHS	Havertown, Pennsylvania	
WHKW	Chilton, Wisconsin	
WHPS	High Point, N. Carolina	
WHRM	Wausaw, Wisconsin	
WHWC	Colfax, Washington	
WITJ	Ithaca, New York	
WIUC	Urbana, Illinois	
WKAR-FM	East Lansing, Michigan	
WLSU	Baton Rouge, Louisiana	
WMUB	Oxford, Ohio	
WNAD-FM	Norman, Oklahoma	
WNAS	New Albany, Indiana	
WNOV	St. Paul, Minnesota	
WNUR	Evanston, Illinois	
WNYE	Brooklyn, New York	000,102
WOI-FM	Ames, Iowa	14
WOSU-FM	Columbus, Ohio	84
WOUI	Athens, Ohio	108
WPTL	Providence, Rhode Island	10-
WPWT	Philadelphia, Pennsylvania	
WSDX	Louisville, Kentucky	
WSHS	Floral Park, New York	
WSOU	South Orange, New Jersey	
WTDS	Toledo, Ohio	
WTHS	Miami, Florida	
WUOA	Tuscaloosa, Alabama	
WUOM	Ann Arbor, Michigan	
WUOT	Knoxville, Tennessee	
WVSH	Huntington, Indiana	
AA A DIII	munington, muana	

On February 1, 1950 there was a total of 74 FM non-commercial station authorizations: 46 licensed, 7 on STA; 28 CP's including the 7 operating. Total on air 53.

PRODUCTION OF SETS CAPABLE OF RECEIVING FM 1946 THROUGH 1949

1946-181,485

RMA reported total number of FM-AM combination receivers produced by member companies as 181,485. RMA believes this the entire production and that no sets of this type were manufactured by non-member companies in 1946.

1947-1,175,104

RMA reported total number of FM-AM receivers produced as 1,175,104. RMA believes this the entire production and that no sets of this type were manufactured by non-member companies in 1947. The RMA monthly figures follow:

January	51,318	July	70,649
February		August	72,014
March	67,264	September	90,546
April	112,256	October	151,244
May	84,507	November	153,114
June		December	191,974

1948-1,669,548

RMA reported total number of FM-AM receivers produced as 1,590,046. The total industry output for 1948 of FM-AM receivers is estimated as 1,669,548. This total consists of two figures—actual recorded output by RMA members of 1,590,046 sets plus estimated (by RMA) output of non-members of 79,502 sets. The RMA monthly figures follow:

January	136,015	July	74,988
February		August	110,879
March		September	171,753
April	90,635	October	170,086
May		November	166,701
June		December	200,326

1949-1,240,396

In previous years, no effort was made by RMA to record the number of TV sets produced which were also capable of receiving FM; this was started in April, 1949. RMA production figures for 1949 noting FM-TV are as follows:

Month	FM & FM-AM	FM- TV	Total RMA Production
January	147,733		147,733
February	98,969		98,969
March	71,216		71,216
April	37,563	47,264	84,827
May	28,388	38,154	66,542
June	40,512	30,072	70,584
July	23,843	17,991	41,834
August	64,179	38,790	102,969
September	70,936	43,436	114,372
October	83,013	50,545	133,558
November	122,603	60,108	182,711
December	86,550	38,531	125,081
TOTAL RMA PRODUCTION	875,505	364,891	1,240,396

Although the grand total of the four years shown here is 4,266,533 receivers equipped for FM reception, the most recent estimate given for this same period (by RMA-NAB and allowing for production of non-RMA members) is 5,013,000 receivers providing FM reception facilities.

RMA FM Set Production Figures as of March 1, 1950

		FM &		
	Month	FM-AM	FM-TV	Total
January	y	 89,136	34,087	123,223
	ry		42,940	129,395
Тота	L	 175,591	77,027	252,618

ADDENDA

Deletions of FM Commercial Stations, January 1— March 1, 1950

KCKN-FM,	Kansas City, Kansas, associated with AM non-network
KMPC-FM,	Los Angeles, Calif., associated with AM non- network
KVEC-FM,	San Luis Obispo, Calif., associated with AM network affiliate

KFMB-FM.	San Diego, Calif., associated with AM network	WWNI-FM,	Wabash, Ind., FM only
72.011	affiliate m/ 103 Sa vrapado3	WSBT-FM,	South Bend, Ind., associated with AM network
WAGE-FM,	Syracuse, N. Y., associated with AM network		affiliate
151 244	affiliate (1) 182 211	KGBS-FM,	Harlingen, Texas, associated with AM network
WHEC-FM.	Rochester, N. Y., associated with AM network		affiliate
170.101	affiliate of 150 ht	WBAY-FM,	Green Bay, Wisc., associated with AM network
WCIL-FM,	Carbondale, Ill., associated with AM non-network		affiliate
WEW-FM.	St. Louis, Mo., associated with AM non-network	WBNB-FM,	Beloit, Wisc., FM only
KIDO-FM.	Boise, Idaho, associated with AM network	TOTAL DELET	ions: 15
vers produced	affiliate of the reduced total number of white	TOTAL FM C	COMMERCIAL STATIONS ON THE AIR, MARCH 1,
WLAL-FM,	Lakewood, Ohio, FM only	1950: 718	WITIO Pittsburgh Pennsylvania
to sistance is	receivers is estimated as 1,669,548. This tot		

FM SERVES 164 OF THE NATION'S 200 LEADING MARKETS IN RETAIL SALES

(Figures Pertaining to Retail Sales, Rank, Population, Total Families Are Copyrighted by The 1949 Sales Management "Survey of Buying Power." Further Reproduction Not Licensed.)

						ALTER HUTE	bann's and	
	90,635 0				Total	N. Carolina		Total
		Rank	Population	Rank	Families	FM-AM	FM-Only	FM Stations
			(Est. Jan. 1,			Stations	Stations	(Jan. 1,
	neuti Dates				, , ,	(Jan. 1, 1950)	(Jan. 1, 1950)	1950)
City and State	(1948)	Sales)	1949)	lation)	1949)	(Jan. 1, 1990)	(Jun. 1, 1990)	1000)
Akron, Ohio\$	349,671,000	43	310,000	39	88,600	WAKR-FM	W no Odo	W1H1//
	184,908,000	75	143,600	70	45,100	WROW-FM	Hig Point	2
Albany, New York	104, 900,000	T 10 TS	the numb	.0	10,100	WXKW-FM	Wanana V	-WHRM
amm, gage lim A mi bat	141 040 000	100	104,300	108	29,900		WFMZ	3117/
Allentown, Pa	141,240,000	100	104,500	100	29,900		Ithana Ne	LTIW
swotter an ora cremit Mi	00.050.000	100	04 500	145	04 200		0.01	2
Altoona, Pa	90,879,000	183	84,500	145	24,300	WFBG-FM	Transference	WICAR-FM
H PH-TV Production	LA-MY.	dino	W	100	00 700	WJSW-FM	ESTRUCT SERVICE	
Amarillo, Texas	103,202,000	153	75,000	166	22,700	KFDA-FM	ва0п Коп	2 1 //
						KGNC-FM	Oxford, Oh	WMUB
Ann Arbor, Mich	86,169,000	193	38,800		12,900	WPAG-FM	Onan Ook	MANA
Asheville, N. C	95,087,000	173	57,000		16,900	WLOS-FM	Alban	81.7.W
Atlantic City, N. J	117,144,000	126	69,000	192	22,700	WBAB-FM	L,lua O .la	2 4 4
8 38,154 65,542	28.38					WFPG-FM	Hymnston,	
Atlanta, Georgia	574,177,000	26	354,400	30	104,900	WAGA-FM	Br O dyn,	6
300	18.88					WATL-FM	die panie	Jan-WH
9 38,700 (02,960	R1.TA		August			WBGE-FM		
	70,98					WCON-FM	Athens, Of	
	83,01		- October				Providence	
	122,60		November					TWYW
Bakersfield, Calif	138,750,000	105	32,800		10,000	KERN-FM	KMAR	721877
		9	975,000	6	286,200		WMAR-FM	6 18W
Baltimore, Md	1,144,095,000	Lacon	373,000	U	200,200		WMCP	WROD
							Coledo, Ob	WIDS
	t to latet bream					WITH-FM	Miami. Fb	BHTW
	vers equipped f			00	24 100		Ecole OnT	/3
Baton Rouge, La	139,411,000	104	118,500	93	34,100	WAFB-FM	rodsk mrk	WEOW
f non-EMA members) is		of anis	volla bus			WBRL-FM		
reception facilities	ns providing TM	receive	5,07,7,000		40.000	WLCS-FM	Knozville,	TOUW
Battle Creek, Mich	87,484,000	190	51,900		16,300		organi Onli	HSVV/
Beaumont, Texas	115,847,000	131	108,700	104	32,000	KRIC-FM	0	mandal at
Berkeley, Calif	98,071,000	161	110,100	102	36,000	KRE-FM	KPFA	- 4
Binghamton, N. Y	105,478,000	148	88,900	134	26,300	WINR-FM	no Total on	offus 2 thus
						WNBF-FM		
Birmingham, Ala	442,724,000	32	315,000	38	90,200	WAFM	0	3
	89.13		January	FM	RECEIVING	WJLD-FM	2732 30 100	MERCHANIA
				1917	Carrie a saman	WSGN-FM	N OF SETS	PRODUCTIC
Boston, Mass	1,108,748,000	10	815,000	10	224,300	WBMS-FM	MI 9051	6
						WBZ-FM		
1 77,027 252,618	175,59		TOTAL			WCOP-FM	485	1946-181,
				-017	combination	WEEI-FM		
AC	ADDENE			1 110	as 181,485.	TITTETT TO TO	uced by memb	
				1114	to sets on te	WNAC-FM		
Buffalo, N. Y	630 714 000	22	612 500	15	171,900	WBEN-FM	the entire promanufaQured	
	1 1070/	42	010,000	10	SALLIE TOO	WBNY-FM	DETUJOR IDITAM	
0641	A maisin					WEBR-FM		
us, associated with AM non-	ansau City, Kansa	H W	KOKS-F			WWOL-FM	100	
THE PART WHEN PERSON WAS DE	Annator.					WXRA-FM	5,104	1947=1,17
Constitution of the American	110 010 000	100	117 000	04	33,200		ted total numb	RAMA TERROT
8 /	116,018,000	129				WANDEM	RMA lolleves	A STATE OF THE PARTY OF THE PAR
Canton, Ohio	171,369,000	81	131,300	82	37,500	WAND-FM	0	that no sets
	Topsido Sind in		VALUE AND		y figures foll	WCMW-FM		
	network adilisate				and contribute &	WHBC-FM	THE THE ST	

FM SERVES 164 OF THE NATION'S 200 LEADING MARKETS IN RETAIL SALES—Continued

feter					Total			Total
	MA-MA	Rank	Population	Rank	Families	FM-AM	FM-Only	FM Stations
City and State	Retail Sales		(Est. Jan. 1, 1949)	(Population)	(Est. Jan. 1, 1949)	Stations $(Jan. 1, 1950)$	Stations (Jan. 1, 1950)	(Jan. 1, 1950)
City and State	(1948)	Sales)	1949)				(3 an. 1, 1550)	
Cedar Rapids, Iowa	117,594,000	125	73,700	017100		KCRK	0	I went, Culif.
Charleston, S. C	107,416,000	145	82,900	148	25,500	WCSC-FM $WTMA-FM$	0	2
Charleston, N. C	137,810,000	106	78,500	159	22,400	WGKV-FM	0	2
Charleston, N. C	107,010,000	008.15	70,000	008:08	14 54	WKNA-FM	dittel.	Grand Rapid
Charlotte, N. C	187,150,000	74	140,000	74	36,800	WAYS-FM		Lyad 5 mil
						WBT-FM	WMIT	
2 VIOLV	100 040 000	70	149 400	000,87		WSOC-FM	WVUN	3
Chattanooga, Tenn	190,246,000	73	143,400	71 _000.05	40,600	WAPO-FM WDOD-FM	WYUN	Chreenville, E.
Chicago, Illinois	4,365,228,000	2	3,715,000	2	1,099,300	WBBM-FM	WBER	12
emongo, immono.	MAN BRO-EM		-,,			WENR-FM	WBIK	
						WFMF		Hammond, Ir
						WGNB		H gundsirashi
						WMAQ-FM $WMBI-FM$	WMOR	Martiord, Co.
						WXRT		
Cincinnati, Ohio	657,331,000	20	509,000	18	165,500	WCPO-FM	. O . Z	Hem 4 mell
8 0	KPRC-FM					WCTS		
	KTRH-FM					WLWA		
	1 000 000 000	0.00	004 000	A01 F05	070 000	WSAI-FM	WOUL	0
Cleveland, Ohio	1,293,263,000	6	924,000	0067	272,200	WERE-FM WHK-FM	WCUO WEWS-FM	Horse ourne
						WJW-FM		
				(100, 80		WTAM-FM		
Columbia, S. C	115,320,000	133	72,500	177	21,400	WIS-FM		dacket a, Miss
Columbus, Ga	95,464,000	171	77,700	160	22,300	WDAK-FM	. 0	alliva 3
						WGBA-FM		
G looker Ohio	100 000 000	29	360,000	29	109,400	WRBL-FM WCOL-FM	WLWF	Tawo 6 miol.
Columbus, Ohio	498,826,000	29	300,000	29	100,400	WELD	WVKO	La pario Onnon-
	ACHINE L					WHKC-FM		
						WOSU-FM		Kansas City,
Dallas, Texas	732,870,000	18	471,600	20	142,900	KIXL-FM	0	4
						KRLD-FM WFAA-FM		
			101			WRR-FM		
Davenport, Iowa	116,766,000	127	80,600	151	25,100	WOC-FM	0	1
Dayton, Ohio	345,108,000	44	257,400	0044	78,300	WHIO-FM	WLWB	3
1 0	Ker offeren	32,200	00.100	005,09	011	WTWO		Lancoin, Neb.
Decatur, Illinois	94,801,000	174	66,100	199	20,900	WSOY-FM KOA-FM	0	3
Denver, Colorado	613,611,000	24	405,000	26	131,300	KFEL-FM		Los Angeles,
						KLZ-FM		
Des Moines, Iowa	294,176,000	48	185,400	54	57,900	KCBC-FM	0	4
						KRNT-FM		
						$ ext{KSO-FM} \ ext{WHO-FM}$		
Detroit, Mich	2,532,625,000	4	1,921,000	5	532,100	WJBK-FM	WDET-FM	7
Detroit, Mich	2,002,020,000	1	1,021,000	Ü	002,100	WJLB-FM	WLDM	
						WJR-FM		
						WWJ-FM		
D. L. J. M.	140 070 000	00	110 500	00	20 000	WXYZ-FM	0	
Duluth, Minn	142,872,000	99	$110,500 \\ 73,500$	99 173	32,800 20,600	WEBC-FM WDNC-FM	0	Lynni Mass.
Durham, N. C East St. Louis, Mo	98,208,000 86,391,000	159 192	85,200	141	25,200	WTMV-FM	0	Macda Ga.
Elizabeth, N. J	131,802,000	111	122,600	91	33,300		WPOE	1
Erie, Pa	146,338,000	96	140,000	74	39,000	WERC-FM	WEEL	3
WOTV		008,80	138	000.88		WLEV-FM	WILL A WI	Madison, Wi
Evanston, Illinois	120,332,000	123	72,600	176	21,500	WIKY-FM	WEAW	1 2 as 1/
Evansville, Ind	159,037,000	88	129,400	85	38,900	WMLL	0	A MARKET & INDIV.
Flint, Mich	242,454,000	56	167,800	64	46,600	485,001,000	WAJL	Menthis, To
Fort Wayne, Ind	181,690,000	78	132,900	80	39,900	WKJG-FM	0	2
4 0				25,000-	2 86	WOWO-FM		Miami, Ploris
Fort Worth, Texas	401,260,000	35	270,000	40	84,600	WBAP-FM	0	1

FM SERVES 164 OF THE NATION'S 200 LEADING MARKETS IN RETAIL SALES - Continued

City and State City						m . 1		Total
City and State City C		353-360	Dank	Domilation	Dank	Total	FM_AM	Total FM_Only FM Stations
City and State								
Pressno, Caiff	The state of the s			,				
Galveston, Texas. 89,288,000 185 80,000 153 25,200 KILUF-FM 0 1 1 Grand Rapids, Mich. 293,401,000 47 180,300 55 54,800 WLAV-FM WFRS 2 2 Grand Rapids, Mich. 293,401,000 181 59,000 16,500 WEAV-FM 0 2 Committee of the committe	City and State	(1940)	Sales	1949)	iaion)	1040)	(0 an. 1, 1000)	(6 0.10. 1, 1000)
Calveston, Texas	Fresno, Calif	210,311,000	67	90,900	126	26,700	KARM-FM	
Calverton, Texas. 89,288,000 185 80,000 153 25,200 KLUE-FM 0 1 Grand Rapids, Mich. 295,501,000 47 180,300 55 64,800 WLAV-FM WFS 2 WRAV-FM 0 3 WRAV-FM 0 3 WRAV-FM 0 3 WRAV-FM	0 2		25,500		82,900	145		Charleston, S. C.
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FM SERVES 164 OF THE NATION'S 200 LEADING MARKETS IN RETAIL SALES - Continued

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Newark, N. J. 684,933,000 19 454,000 21 127,000 WQAR-FM WQAR-FM WQAR-FM WQAR-FM WQAR-FM WQAR-FM WQAR-FM WQAR-FM WQAR-FM WNJR-FM WNJR-FM Norlolk, Va. 226,240,000 62 194,300 51 57,500 WTAR-FM WRVC 2 Okland, Calif. 537,645,000 27 421,600 24 142,400 KLX-FM 0 1 Oklahoma City, Okla. 333,814,000 46 236,500 46 74,500 KOCY-FM KOMA-FM KTOK-FM WKY-FM O 2 Oklahoma City, Okla. 357,231,000 42 268,800 41 81,400 KBON-FM KOMD-FM KOMD-FM WKY-FM WKY-FM WKY-FM O 2 Oklahoma City, Okla. 101,381,000 154 59,000 01. 18,700 WDBO-FM WKY-FM WKY-FM WKY-FM WKY-FM WKY-FM WKY-FM WKY-FM WHOO-FM Pasadena, Calif. 197,731,000 71 105,500 107 37,200 KARS-FM 0 1 Paterson, N. J. 195,046,000 72 152,000 66 43,800 WPAT-FM 0 1 Paterson, N. J. 195,046,000 77 119,800 92 37,800 WPAT-FM 0 1 Paterson, N. J. 182,636,000 77 119,800 92 37,800 WPAT-FM 0 1 Paterson, N. J. 182,636,000 77 119,800 92 37,800 WPAT-FM 0 1 Paterson, N. J. 182,636,000 77 119,800 92 37,800 WPAT-FM 0 1 Paterson, N. J. 182,636,000 77 119,800 92 37,800 WPAT-FM WWAT-FM WWAT								
Newark, N. J. 684,933,000 19 454,000 21 127,000 WAAT-FM 0 2 2 2 2 2 2 2 2 2								
Newark, N. J								
Niagara Falls, N. Y. 93,419,000 176 92,200 124 24,500 WHILD-FM 0 1 Norfolk, Va	Newark, N. J.	684,933,000	001911	454,000	0021788	127,000		San Interior Texas . 0
Norfolk, Va							WNJR-FM	
Norfolk, Va	Niagara Falls, N. Y	93,419,000	176	92,200	124	24,500	WHLD-FM	0 1
Oakland, Calif. 537,645,000 27 421,600 24 142,400 KLX-FM 0 1 Oak Park, Ill. 104,970,000 149 72,100 181 22,000 WOAK 1 Oklahoma City, Okla. 333,814,000 46 236,500 46 74,500 KOCY-FM WOAK 1 Omaha, Neb. 357,231,000 42 268,800 41 81,400 KBON-FM WY-FM Orlando, Fla. 101,381,000 154 59,000 18,700 WDBO-FM 0 2 Pasadena, Calif. 197,731,000 71 105,500 107 37,200 KARS-FM 0 1 Paterson, N. J. 195,046,000 72 152,000 66 43,800 WPAT-FM 0 1 Peoria, Ill. 182,636,000 77 119,800 92 37,800 WBD-FM WFLN 8 Philadelphia, Pa. 2,207,063,000 5 2,136,000 3 596,100 KDKA-FM WKJF 7		226,240,000	0062	194,300	005127	57,600	WTAR-FM	WRVC a onibrage 2 need
Oak Park, Ill. 104,970,000 149 72,100 181 22,000 WOAK 1 Oklahoma City, Okla. 333,814,000 46 236,500 46 74,500 KOCY-FM KOMA-FM KTOK-FM WKY-FM Omaha, Neb. 357,231,000 42 268,800 41 81,400 KBON-FM 0 2 Orlando, Fla. 101,381,000 154 59,000 07. 18,700 WDBO-FM WHOO-FM Pasadena, Calif. 197,731,000 71 105,500 107 37,200 KARS-FM 0 1 Paterson, N. J. 195,046,000 72 152,000 66 43,800 WPAT-FM 0 1 Peoria, Ill. 182,036,000 075 2,136,000 03 596,100 KYW-FM WFIL-FM WFIL-FM WIBG-FM WIBG-F	Oakland, Calif	537,645,000	0027	421,600	0024 68	142,400	KLX-FM	San Hiego, Calif 0
Oklahoma City, Okla 333,814,000 46 236,500 46 74,500 KOCY-FM KOMA-FM KOMA-FM KTOK-FM WKY-FM Omaha, Neb 357,231,000 42 268,800 41 81,400 KBON-FM 0 2 KOAD Orlando, Fla 101,381,000 154 59,000 0 18,700 WDBO-FM WHOO-FM Pasadena, Calif. 197,731,000 71 105,500 107 37,200 KARS-FM 0 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		104,970,000	149	72,100	181	22,000		WOAK 1
Omaha, Neb 357,231,000 42 268,800 41 81,400 KBON-FM (KOAD) Orlando, Fla 101,381,000 154 59,000 07 18,700 WDBO-FM (WHOO-FM) Pasadena, Calif 197,731,000 71 105,500 107 37,200 KARS-FM 0 1 Paterson, N. J 195,046,000 72 152,000 66 43,800 WPAT-FM 0 1 Peoria, Ill 182,636,000 77 119,800 92 37,800 WMBD-FM 0 1 Philadelphia, Pa 2,207,063,000 05 2,136,000 03 596,100 KYW-FM (WCAU-FM) WFLN 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8	Oklahoma City, Okla	333,814,000	46	236,500	46		KOCY-FM	0 4
Omaha, Neb 357,231,000 42 268,800 41 81,400 KBON-FM KBON-FM KOAD KOAD WHOO-FM WFIL-FM WHOO-FM WFIL-FM WHOO-FM							KOMA-FM	
Omaha, Neb 357,231,000 42 268,800 41 81,400 KBON-FM KOAD 0 2 Orlando, Fla 101,381,000 154 59,000 18,700 WDBO-FM WHOO-FM WHOO-FM 0 2 Pasadena, Calif. 197,731,000 71 105,500 107 37,200 KARS-FM WHOO-FM WHOO-FM ON THE WHOO-FM		KGO-FM	279,200	11	794,000	2	KTOK-FM	can Francisco, Calif
Orlando, Fla 101,381,000 154 59,000 0 18,700 WDBO-FM WHOO-FM Pasadena, Calif. 197,731,000 71 105,500 107 37,200 KARS-FM 0 1 Paterson, N. J. 195,046,000 72 152,000 66 43,800 WPAT-FM 0 1 Peoria, Ill 182,636,000 77 119,800 92 37,800 WMBD-FM 0 1 Philadelphia, Pa 2,207,063,000 05 2,136,000 3 596,100 KYW-FM WFLN-FM WHAT-FM WHBG-FM WIBG-FM WIBG-FM WIP-FM WPEN-FM WPEN-FM KQV-FM KQ	KRON	KIBS-FM	4	*				
Orlando, Fla 101,381,000 154 59,000 0 18,700 WDBO-FM WHOO-FM Pasadena, Calif. 197,731,000 71 105,500 107 37,200 KARS-FM 0 1 Paterson, N. J. 195,046,000 72 152,000 66 43,800 WPAT-FM 0 1 Peoria, Ill 182,636,000 77 119,800 92 37,800 WMBD-FM 0 1 Philadelphia, Pa 2,207,063,000 05 2,136,000 3 596,100 KYW-FM WFLN 8 Pittsburgh, Pa 895,807,000 13 725,400 12 202,400 KDKA-FM KQV-FM KQV-FM KQV-FM WYEN-FM WY	Omaha, Neb	357,231,000	42	268,800	41	81,400		0 2
Pasadena, Calif. 197,731,000 71 105,500 107 37,200 KARS-FM 0 1 Paterson, N. J. 195,046,000 72 152,000 66 43,800 WPAT-FM 0 1 Peoria, Ill. 182,636,000 77 119,800 92 37,800 WMBD-FM 0 1 Philadelphia, Pa. 2,207,063,000 00 5 2,136,000 00 3 596,100 KYW-FM WFLN 8 1 WAT-FM WIBG-FM WIP-FM WIP-FM WPEN-FM WWAAF-FM WAAF-FM WWAAF-FM WWA		KWBR-FM				1		
Pasadena, Calif. 197,731,000 71 105,500 107 37,200 KARS-FM 0 1 Paterson, N. J. 195,046,000 72 152,000 66 43,800 WPAT-FM 0 1 Peoria, Ill. 182,636,000 77 119,800 92 37,800 WMBD-FM 0 1 Philadelphia, Pa. 2,207,063,000 00 5 2,136,000 03 596,100 KYW-FM WFLN 8 1 WCAU-FM WIBG-FM WIP-FM WIP-FM WPEN-FM WPEN-FM WPEN-FM WPEN-FM WPEN-FM KQV-FM KQV-FM KQV-FM WYEN-FM KQV-FM WYEN-FM KQV-FM WYEN-FM KQV-FM WYEN-FM KQV-FM WYEN-FM KQV-FM WYEN-FM KQV-FM WYAB-FM WYA	Orlando, Fla	101,381,000	154	59,000	90,000	18,700		San . 20se, Calif 0
Paterson, N. J. 195,046,000 72 152,000 66 43,800 WPAT-FM 0 1 Peoria, Ill. 182,636,000 77 119,800 92 37,800 WMBD-FM 0 1 Philadelphia, Pa. 2,207,063,000 00 5 2,136,000 00 3 596,100 KYW-FM WFIL-FM WHAT-FM WHAT-FM WIP-FM WIP-FM WIP-FM WPEN-FM WPEN-FM WPEN-FM KQV-FM KQV-FM KQV-FM KQV-FM KQV-FM KQV-FM WGAE-FM KQV-FM WGAE-FM KQV-FM WGAE-FM		Malo-um						
Peoria, Ill	Pasadena, Calif	197,731,000		105,500				Savafash, Ga0
Philadelphia, Pa 2,207,063,000								_
MI-MSIAW OOF, 8E 27 OOF, 2FI EOI WCAU-FM WFIL-FM WHAT-FM WHAT-FM WIBG-FM WIP-FM WIP-FM WPEN-FM WPEN-FM WROTH-FM WCAE-FM WC								
MT-IRDW	Philadelphia, Pa	2,207,063,000		2,136,000		596,100		Scho 8 ctady, N. Y. MITW
Pittsburgh, Pa 895,807,000 013 725,400 0012 202,400 KDKA-FM KQV-FM IMPROVED BY THE WORLD			38,400	72	142,300	102		Seranton, Pa
Pittsburgh, Pa								
Pittsburgh, Pa 895,807,000 013 725,400 0012 202,400 KDKA-FM KQV-FM KQV-FM 1 0 LOFH 000,72 621 004,29 M1 WCAE-FM WJAS-FM WHIT-FM WHIT-FM WHIT-FM					AA			
Pittsburgh, Pa 895,807,000 013 725,400 0012 202,400 KDKA-FM KQV-FM KQV-FM KQV-FM WCAE-FM WCAE-FM WJAS-FM WJAS-FM WJAS-FM WJAS-FM WJAS-FM WJAS-FM WJAS-FM WJAS-FM WJAS-FM WHIT-FM WCAE-FM WHIT-FM WCAE-FM WJAS-FM WJAS-FM WJAS-FM WJAS-FM WJAS-FM WJAS-FM WJAS-FM WIT-FM WHIT-FM WHIT-FM	0		165,500	61	477,500	FI		Seattle, Wash
Pittsburgh, Pa 895,807,000 013 725,400 0012 202,400 KDKA-FM KQV-FM KQV-FM 1 0 LOSA 000.72 821 004.29 MI WCAE-FM WCAE-FM WJAS-FM WWJAS-FM W								
MA-VPA MA-SACW MA-SA				-		202 :22		
Sioux City, lows. MR-AAÓW 114 92,400 123 27,900 KSCJ 0 1 1 South Bend, Ind. MR-SALW 84 123,500 90 28,900 WSBT-FM 0 1 1 Springfield, ill. MR-TIPW 119 89,500 183 28,300 WCVS-FM 0 2	Pittsburgh, Pa	the contract of the first of the contract of t	13 8	725,400	001280	202,400		WKJF Al troof 7 and
South Bend, Ind.: MR-SALW 84 123,500 90 38,000 WSBT-FM 0 2 2 2 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3					001			
Springfield, Ill M7-TIPW 119 89,500 133 28,300 WCVS-FM 0								
WWSW-FM			28,300		DUG . 88	611		Springfield, Ill.
		MA-XY-EW					wwsw-FM	

FM SERVES 164 OF THE NATION'S 200 LEADING MARKETS IN RETAIL SALES - Continued

City and State	Retail Sales (1948)		Population Est. Jan. 1, 1949)	Rank (Popu- lation)	Total Families (Est. Jan. 1, 1949)	FM-AM Stations (Jan. 1, 1950)	FM-Only Stations (Jan. 1, 1950)	Total FM Stations (Jan. 1,
		•						
Pontiac, Mich	134,584,000	107	80,200	152	22,900	WCAR-FM	0 KPFM	$\frac{1}{6}$
Portland, Oregon	652,620,000	21	420,200	25	150,300	KEX-FM KGW-FM		Milwaukee, V
						KOIN-FM		1 South autor
						KPOJ-FM		
0.00						KWJJ	Minu	
Providence, R. I	344,056,000	45	262,600	43	74,400	WJAR-FM	WLIV	4
110vidence, 10. 1	164-2017		,		,	WPRO-FM	WPJB	
Racine, Wis	89,937,000	184	75,200	165	21,600	WRJN-FM	0	Moble, Ala
Raleigh, N. C	99,416,000	156	66,300	198	15,300	WNAO-FM	0	3
1	MCOA-LM					WPTF-FM		Montgordery
0 2				78,800	138	WRAL-FM		Muskegon, M
Reading, Pa	151,290,000	91	116,600	95	34,500	WEEV-FM	0	1
Richmond, Va	380,232,000	40	238,400	45	70,700	WCOD-FM	0	Vas 6 ille, Te
						WRNL-FM		
0 2	WBSW	35,300	26	-000,41		WRVB	Mass	
Roanoke, Va	127,959,000	116	92,500	122	25,900	WDBJ-FM	0	3
0			150	79,500		WROV-FM		New Britain,
WBIB 4	415 000 000	50,400	241 000	74,000		WSLS-FM	0	New Haven,
Rochester, N. Y	415,060,000	34	341,000	34	101,000	WHEC-FM		3
	MA-MEDIAM		nr.			WHFM WRNY-FM		New Orleans,
Darley III	150,279,000	92	105,000	116	30,100	WROK-FM	0	1
Rockford, Ill	261,823,000	55	128,000	87	41,600	KCRA-FM	0	3
Sacramento, Calif	201,020,000	00	120,000	01	11,000	KFBK-FM		o
	HAVIN					KXOA-FM		
Saginaw, Mich	93,032,000	179	99,600	114	28,400	WSAM-FM	0.7.7	Now Rochelle
St. Joseph, Mo	106,746,000	147	84,600		27,600	KFEQ-FM		New Pork Ci
St. Louis, Mo	1,165,144,000	8	920,400	8	292,500	KWK-FM	0	3
WCHE.	WMCA-FM		,		•	KXOK-FM		
7.41.141						WEW-FM		
St. Paul, Minn	520,069,000	28	347,000	33	102,800	WMIN-FM	0	1
St. Petersburg, Fla	134,167,000	108	100,500	113	38,500	WTSP-FM	0	1
Salt Lake City, Utah	266,901,000	52	180,000	56	54,000	KDYL-FM	0	2
	WGAR-EM				110 000	KSL-FM	0	
San Antonio, Texas	376,168,000	41	387,600	27	113,800	KISS	. 0	New 8 x, N. J
						KONO-FM		
C D C C	100 400 000	24,500	79 500		22,800	KTSA-FM	KBMT.	North Va.
San Bernardino, Cal	108,462,000	141 36	72,500 $350,000$	177 31		KFMB-FM		100 4 100
San Diego, Calif	396,026,000	36	330,000	31	123,000	KFSD-FM		Oak Park, Ill
		74,500				KSDO-FM		
B						KWFM		
San Francisco, Calif	1,277,860,000	7	794,000	11	279,200	KGO-FM	KDFC	7
Dan Francisco, Cam	1,211,000,000				,	KJBS-FM	KRON	•
	KHON-I'M	81,400				KNBC-FM		
						KWBR-FM		
San Jose, Calif	208,337,000	68	90,000	131	29,300	KCBS-FM	KRPO	Orla Elo, Fla.
	MH-OOHW		,			KSJO-FM		
Savannah, Ga	130,928,000	112	131,300	82	38,800	WDAR-FM		PassiSenn, Ca
1 0		43,800	100			WSAV-FM		
1 0	WMBD-FM	87,800	86	008,91		WTOC-FM	WD C	Pearing Ill
Schenectady, N. Y	115,981,000	130	98,400	117		WGFM	WBCA	_
Scranton, Pa	139,627,000	102	142,300	72	38,400	WARM-FM	0	3
						WGBI-FM		
	000 004 000	1.4	477 FOO	10	105 500	WQAN KIDO EM	0	. 9
Seattle, Wash	832,384,000	14	477,500	19	165,500	KIRO-FM	0	3
	WIP-FM					KOMO-FM		
CI . T	167 270 000	09	100 000	00	27 000	KING-FM	0	T de la comp
Shreveport, La	167,372,000	83	128,600	86	37,900	KRMD-FM KWKH-FM	0	Pitta 2 and
Siana Citas I	120 200 000	114	09 400	199	27,900	KWKH-FM KSCJ	0	1
South Bond Ind	129,890,000	114	92,400 $123,500$	123 90	36,000	WSBT-FM	0	1
South Bend, Ind	165,204,000	$\frac{84}{119}$	89,500	133	28,300	WCVS-FM	0	$\overset{1}{2}$
Springfield, Ill	121,883,000	119	00,000	100	20,000	WTAX-FM	U	4
						** **** * ***		

FM SERVES 164 OF THE NATION'S 200 LEADING MARKETS IN RETAIL SALES—Continued

City and State	Retail Sales (1948)	Rank (Retail Sales)	Population (Est. Jan. 1, 1949)	Rank (Popu- lation)	Total Families (Est. Jan. 1, 1949)	FM-AM Stations (Jan. 1, 1950)	FM-Only Stations (Jan. 1, 1950)	Total FM Stations (Jan. 1, 1950)
Springfield, Mass	239,399,000	57	168,500	62	47,800	WBZA-FM	0	4
Spangassa,						WMAS-FM WSFL WSPR		
Springfield, Mo	96,805,000	168	70,800	184	23,800	KTTS-FM	0	1
Springfield, Ohio		170	96,600	119	29,400	WJEM	0	1
Stamford, Conn		186	70,000	189	19,000	WSTC-FM	0	1
Stockton, Calif		101	73,500	173	22,300	KGDM-FM	0	1
Syracuse, N. Y		54	225,000	48	66,600	WAGE-FM	0	4
,	,					$\mathbf{WFBL}\mathbf{FM}$		
						\mathbf{WNDR}		
						WSYR-FM		
Tacoma, Wash	210,882,000	66	141,700	73	47,200		KTNT	1
Tampa, Fla	160,506,000	87	132,100	81	39,200	WDAE-FM	0	2
						WFLA-FM		
Terre Haute, Ind	97,137,000	165	74,400	169	24,800	WBOW-FM	0	2
						WTHI-FM		
Toledo, Ohio	388,347,000	39	317,500	37	96,500	WSPD-FM	0	3
						WTOL-FM		
						WTRT		
Topeka, Kans	144,617,000	97	87,500	135	28,200	WIBW-FM	0	1
Trenton, N. J	183,503,000	76	130,000	84	33,400		WTOA	1
Tulsa, Okla	235,213,000	59	194,300	51	61,400	KAKC-FM KTUL-FM	0	2
Utica, N. Y	110,284,000	136	106,000	106	31,300	WRUN-FM WIBX-FM	0	2
Washington, D. C	976,790,000	12	873,900	9	238,800	$egin{array}{ll} WMAL-FM \ WOL-FM \ WQQW-FM \end{array}$	WASH WCFM	8
						WRC-FM		
						WTOP-FM WWDC-FM		
Waterloo, Iowa	108,279,000	143	76,700	162	23,300	KXEL-FM	0	1
Wheeling, W. Va	96,071,000	169	65,000		19,000	WKWK WWVA-FM	0	2
White Plains, N. Y	97,744,000	163	45,800		12,800	WFAS-FM	0	1
Wichita, Kans		53	171,200	61	55,200	KFH-FM	0	1
Wichita Falls, Tex		200	68,400	196	20,600	KWFT-FM	0	1
Wilkes-Barre, Pa	113,782,000	134	90,200	128	22,600	WBRE-FM	WIZZ	3
Whites-Daile, La	110,102,000	101	00,200			WILK-FM		
Wilmington, Del	161,072,000	86	127,500	88	36,900	WAMS-FM	0	1
Winston-Salem, N. C		144	102,000	111	28,500	WAIR-FM	0	2
Winston Salein, 11. C	101,001,000					WSJS-FM		
Worcester, Mass	217,837,000	65	209,400	50	57,600	WTAC-FM	${f WGTR} \\ {f WBMY}$	3
York, Pa	85,231,000	196	61,200		18,700	WNOW-FM WSBA-FM	WRZE	3
Youngstown, Ohio	231,901,000	61	178,700	58	45,600	WFMJ-FM WKBN-FM	0	2
Totals	\$62,972,009,000		49,612,100		14,838,600			410

⁽Among the first 50 cities shown here, there is a total of 206 FM stations—61 of which are FM-only stations. The sum of these cities in retail sales is more than \$47,000,000,000 annually, and they have a combined population of 37,805,000 people or a total of 11,267,500 families.)

Scanned from the National Association of Educational Broadcasters Records at the Wisconsin Historical Society as part of "Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities, University of Wisconsin-Madison Department of Communication Arts, and Wisconsin Historical Society.

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